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U. S. D. A.

State Ext.
ServiceCollege
Station

The Hook Up

Home
AgentCounty
AgentExtension
Service**A ROUND ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS**

Issued by the Radio Service of the Office of Information in co-operation with the Visual Instruction and Editorial Section of the Extension Service, United States Department of Agriculture.

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IN THIS ISSUE

Probably no station made more progress during 1939 in developing programs to serve its rural listeners than WNAX at Yankton, South Dakota. Extension services in four States are cooperating with the station in presenting one of several informative programs which WNAX has on its schedule. Charles Worcester, in charge of the program, tells us about it. He modestly fails to mention the fact that his station received one of the coveted awards of the radio industry for farm service during 1939.

You'll find an amateurish discussion of a new type of radio broadcasting, "frequency modulation," something all radio men are watching with wonderment and awe. Television and facsimile also get mentions on later pages.

California, Arkansas, Nebraska, New Jersey, and Indiana all are heard from, re some radio activities and responses.

Horatio MacSpinach digs his way out of a snowdrift long enough to propound a sage remark.

You'll find a pre-announcement of a shuffle of radio frequencies and some high-lights of the annual report of the Radio Service.

Yours truly,

John C. Baker,
Radio Extension Specialist.

FARM HILITES FOR FOUR STATES
by Charles Worcester,
Farm Service Director,
WNAX, Yankton, South Dakota.

A good program on extension work is an asset to any radio station. One of the problems that arise in "radio station-extension" cooperation is that extension material is generally from a local source--either county or State and is of primary interest to that limited area. Stations with large coverage find it difficult to cooperate with any one specific office because of the limited area.

Our station is in that position with an eight State primary coverage area embracing 27⁴ counties and nearly half the station's listeners outside a 200 mile radius, according to mail response. Extension cooperation cannot be on a county, or even a State basis alone. The solution is a "Farm Hilites" program, Saturdays, 1 to 2 p.m., featuring the farm activities and personalities of four States, with State and county extension services of all cooperating.

The program was organized with the help of Dick Hull and Harold Harris, of Minnesota; George Round, of Nebraska; Sam Reck, of Iowa; and Jack Towers and John Ryan, of South Dakota.

Counties in Spotlight

Each week one county is featured, with the extension agent arranging a round table discussion on some timely farm topic. Participants besides the agent are farm folks from the county or people connected with farming. They are selected with the idea that farm people telling of their success with certain farm practices is an effective way of persuading others to do likewise.

Examples of the subjects discussed include: soil conservation, pasture improvement, farm management, R. E. A., 4-H Clubs, poultry marketing, grasshopper control, weed eradication, and the like. This discussion is the main feature of the program and takes about 12 minutes.

Farm news sent in by extension agents in the four States takes about ten minutes. Weekly news and developments of the Agricultural Conservation Program are added as a five minute hilite.

To add local interest to the program, the county agent of the county featured gives a four or five minute report on agriculture in his county. The purpose of this is to bring out things of interest about the county and to publicize its extension program.

Drama Adds Punch

A 10-minute dramatization adds finish to the program. This feature, called the March of Agriculture, takes actual scenes from farm life to portray major developments in agriculture during the past generation. We write the scripts; they're checked for accuracy of facts by extension specialists at the Agricultural Colleges of Iowa, Nebraska, Minnesota, and South Dakota, and then rewritten to conform to corrections or additions. The cast is picked from WNAX talent and production is under our direction during rehearsal with the help of Herb Howard, our regular staff production man.

March of Agriculture subjects are selected for their timeliness, association with the discussion topic of the program or just from general interest. Some of those already produced include: sleeping sickness in horses, grasshopper control, Camel crops, cross-bred hogs, corn husking contests, hybrid corn, soybeans, dairy feeding, cow testing associations, tuberculosis in cattle, and others. In dramatizing these developments, the purpose is to picture the developments and to show how farming has been improved by them.

The responsibility for the county features changes each Saturday, of course, switching from State to State. About 13 agents from each State participate during the year and the matter of time and expense in appearing at the radio station for the broadcast is spread thinly.

Three Studios

Agents and folks from their county on the program appear either at Sioux City or Yankton studios, whichever is closer. Another convenience in this respect is obtained through the cooperation of the State College Station, KFDY, at Brookings, South Dakota. KFDY regularly carries the last half of Farm Hilites by rebroadcasting the WNAX signal. On days when South Dakota agents near Brookings are scheduled on Farm Hilites, they appear at KFDY and their portions of the program are conducted by Jack Towers, Radio Extension Specialist of the College. WNAX rebroadcasts that part of the program from KFDY. As Brookings is located near the Minnesota State line, several Minnesota agents take advantage of the arrangement as well.

To insure careful preparation and coordination of the program, all details are handled directly between the agents and the radio station. Regular reports are sent to State offices to keep them informed on developments.

Publicity Releases

A weekly publicity release is sent to all agents connected with news or discussion features of the program telling of the plans for the broadcast. These are sent out sufficient time in advance to meet weekly newspaper deadlines if they are desired for that.

It is desirable and in many cases necessary for extension workers to overlook the boundaries of their areas of work in order to take advantage of such an unbounded medium as radio. We feel that this extensive system of cooperation is building a really effective farm program for radio listeners in our territory.

NEW RADIO MEN

J. Lloyd Burrell, formerly student assistant in the extension editor's office of the Georgia Agricultural Extension Service, has been named assistant extension editor, succeeding Carl Hancock. Hancock moves to Washington, with the AAA. Burrell has edited Farm Flashes and will continue to be concerned with radio, along with other editorial duties, assisting Jack Wooten.

John Rosser, native Texan with radio experience in Fort Worth and New York, in October became program director of WTAW, Texas A & M's radio station, succeeding Dr. E. P. Humbert, who retires from his avocation of many years to devote more time to his vocation (head of A & M Department of Genetics). Among other responsibilities, Rosser inherits the job of acting as editor and master of ceremonies of the thrice-weekly farm and home program over the Texas Quality Network.

Harry Behn is University of Arizona's new (and first) radio director. A weekly agricultural program over a State-wide network is included in the series of broadcasts he has arranged.

CENSUS WILL COUNT U.S. RADIO SETS

America's radio homes, which have not had a careful counting since 1930, will be enumerated in the 1940 official Census, now being taken. Estimates of the radio industry at the end of 1939 place the approximate figure at 45,000,000. Reports of manufacturers indicate the sale of 9,000,000 sets during 1939, compared with approximately 6,000,000 in 1938.

It is expected that the 1940 census will include about 132,000,000 persons, something like 33,000,000 homes (probably nearly 30,000,000 of them will have radio sets) and 7,500,000 farms.

"FREQUENCY MODULATION" NEW TERM AND NEW RADIO

Many radio engineers seem to feel that the greatest development in present day radio is not television, nor facsimile (transmission of printed material and pictures by wireless), but the new method of radio transmission involving frequency modulation.

Invented by Major Edwin H. Armstrong, who also developed the super-heterodyne circuit and several other important improvements in radio, frequency modulation is reported to provide programs entirely free from static and incidental noise; quality of sounds is said to be vastly more accurate than present day radio or wire transmission.

After hearing a demonstration of frequency modulation, one authority is quoted as saying, "In 10 years there won't be any orthodox brand of broadcasting remaining, except for the lowest grade of local service." Which gives some idea of how good it is.

Frequency modulation might be compared (very unscientifically) with a railroad track with movable, flexible rails. Sometimes the track would be wide, sometimes narrow, depending upon the load passing over it.

A program over your favorite station comes to you on a fixed "track", or fixed frequency. A frequency-modulated program covers a wide band of frequencies (wave lengths) and the frequency changes constantly, to accommodate the sound being carried. (For a technical explanation, see a radio engineer.)

Several frequency modulation stations in the short wave bands already are in operation. The possibility of wireless networks was demonstrated recently when three of these stations broadcast and re-broadcast a demonstration program. Originating in Yonkers, New York, the program was transmitted to another station at Alpine, New Jersey, relayed to a third station at Meriden, Connecticut, and finally received at Hartford, Connecticut. Sounds and music were received more clearly after the triple relay than had the program been transmitted directly by wire.

WROK, Rockford, Illinois, carries a sponsored program based on visits to farm homes, interviews with farm families in their own homes. Morey Owens is the interviewer.

CRAIGHEAD COUNTY FARM
FOLKS USE THEIR RADIOS

In a recent survey made by the County Extension Agents of Craighead County, Arkansas, it was shown that 1,732 farm families in the county owned radios, and this explains why radio is important in the dissemination of information pertaining to agriculture in the county and nearby counties, says A. Raybon Sullivant, county agent.

Radio Station KBTM, Jonesboro, has allotted 15 minutes each week day from 11:45 to 12:00 to be used by members of the Extension Service. This program is titled, "Farm News and Views."

In planning the weekly program for this period, all phases of the Extension work are presented. On Wednesday and Saturday, the time is utilized by Miss Mary Britzman, home demonstration agent, and Miss Amy Woolwine, assistant home demonstration agent, who from time to time interview home demonstration club women from the various clubs in the county. On Monday, Thursday, and Friday, A. Raybon Sullivant, county agent, and Lowell A. Goforth, assistant county agent, plan the programs. The Tuesday's program is used by guest speakers, constituted mainly of representatives from the Soil Conservation Service and the Craighead Electric Cooperative Corporation.

E. F. Franks, County Administrative Assistant, made the following statement: "The radio has facilitated greatly in informing farmers of this county and this section as to the advantages offered under the Agricultural Conservation Program. 'Today's news today' is the county office slogan in getting farmers news of the farm program."

4-H Club work has its share of the Farm News and Views program, and on several occasions 4-H Clubs in the county have given 15-minute programs, both in musical and dialogue form.

That this program is popular with farm people of this section is shown by the large number of requests that follow information given out over the radio, Mr. Sullivant said.

U. S. HAS 814
BROADCAST STATIONS

As 1940 bowed its way in, there were 765 broadcasting stations in operation in the United States, with construction permits issued for 49 others. Total 814. One year earlier, the total number of licensed stations and those under construction was 764.

HOOSIERS CHANGE PROGRAM STYLE

"Radio's rankest amateurs, county agents, and real farm people" take part in "Meet the Farmer" over WGRC, New Albany, Indiana. The quotation is from the introduction to the first program in the series, on December 7, 1939. The speaker was C. M. East, county agent of Floyd county, Indiana, who acts as master of ceremonies.

This 30-minute program, heard each Thursday afternoon, replaced a three-time-weekly program of 15 minutes which had been carried by WGRC for almost three years. As in the former program, agents from several counties in southern Indiana participate, with farm people from their counties.

General plan of the program calls for reports on the livestock markets, a little "barnyard philosophy" by "Jerry" East, discussion by a group from one of the counties, announcements of meetings to be held by county extension workers or farm groups, the weather report, and the "I Wonder Why" department. The last named is farm questions and their answers.

Music in the program is transcribed, and always includes one hymn.

RADIO VACATION

Sam B. Schneider, assistant extension editor in Oklahoma, took a week's "vacation" at Station KOMA, Oklahoma City, which carries the three-a-week programs from A & M College. Sam tried his hand at writing, announcing, and producing programs.

He also reports the formation of a radio workshop on the campus, composed of students in radio dramatics. The workshop group gives him talent to use in actual broadcasts, making possible greater variety in programs.

Send stories on your use of radio to John Baker, Radio Service,
U. S. D. A., Washington, D. C.

HORATIO MacSPINACH
SAYS:

Winter time when menfolks
are sticking around the
house seems to me like a
good time to broadcast
more and drive less.



NEW JERSEY COUNSELS FATHERS

Harrassed fathers will find comfort and advice in the new series of broadcasts on the Homemakers Forum, presented by New Jersey extension service over WOR and the Mutual Network during January, February, and March, 1940. The three-month series is entitled Chats with Father. It is heard Wednesdays at 11:45 E.S.T.

The Radio Garden Club, on the same network, is opening its ninth year. It is heard Mondays and Fridays at 11:45 E.S.T. The Brooklyn Botanic Garden, and the Garden Clubs of New Jersey and New York join with the New Jersey extension service and experiment station on presenting this series of programs.

For its 1939 series, the Homemakers Forum had 201 organized listening groups in New Jersey, with a membership of 2261, organized by home demonstration agents and Parent-Teacher organizations.

FACTS, FUN, MAIL

George Round, Nebraska, reports that Farm Facts and Fun is pulling the mail. Offers of bulletins bring "usually about 200 requests from not only Nebraska but also Iowa, South Dakota, Minnesota, and Kansas directly to this office. We never know, of course, how many requests for publications go directly to the agents."

Farm Facts and Fun originates in the studios of WOW, Omaha, and is rebroadcast by 5 other stations scattered over the State, giving State-wide coverage.

SHORT BUT SWEET

Who's going to be the first extension worker to promote an educational campaign by persuading stations to set aside, not quarter- or half-hour periods, but those potent spots, the station breaks? Advertisers pay high rates for them. Not all are sold, and they might be used to good advantage for some extension program. Twenty words to an announcement can do a good job of promoting, if they are the right twenty words.

RADIO REPLACES READING

The National Committee on Education by Radio reports the following:

"The New York State Board of Regents, through Mr. Warren W. Knox, head of the examining division, has granted pupils the right to substitute consistent listening to approved radio programs for part of the reading of books hitherto required in preparation for certain Regents examinations. Mr. Knox ruled that reports on twenty radio programs would be accepted in place of reviews of three authors.

"Pupils in the Buffalo schools were reported to have chosen the following programs on which to report: Town Meeting of the Air, Cavalcade of America, Lowell Thomas, The World Is Yours, Brave New World, National Farm and Home Hour, and the University of Chicago Round Table Discussions."

TWO-STATION TELEVISION NETWORK IN OPERATION

Television took one more step toward maturity in November, when NBC and General Electric announced that the G.E. television transmitter would re-broadcast television programs originating in NBC studios in New York. NBC television transmitter is atop the Empire State building, while the G.E. transmitter is on Helderberg Mountain, about 130 miles away, near Schenectady, New York.

Officials of the two companies predicted this as the first step in formation of a television network, which would bring television programs to a larger number of people.

FARM AND HOME HOUR DRAWS 123,955 REQUESTS IN YEAR

Listeners to the National Farm and Home Hour, during the fiscal year 1938-39, wrote 123,955 letters and postcards, most of them asking for publications or other specific information discussed in the program. This is revealed in the annual report of the Radio Service, issued recently.

Of the total, 76,592 letters and cards were sent in response to the friendly, cheery talks by Ruth Van Deman of the Bureau of Home Economics. (She blushes modestly at this.)

At different times during the year, the mail was counted by States, to give an indication of distribution of listeners (or at least an indication of listener response.) Pennsylvania listeners wrote the most letters, with those in Ohio next, and New York a close third. Greatest response came from Northeast and North Central States. Least from Southern, and Intermountain States.

Department of Agriculture programs occupied a total of 5110 minutes on the Farm and Home Hour during the year.

Homemakers' Chats were sent to 255 radio stations; Farm Flashes to 431.

The Radio Service supplied a daily farm news report to the United Press for its radio wire. This report, called "On the Farm Front" was distributed to 315 radio stations by the UP.

ELEVEN YEARS FOR GEORGIA AGENT

County Agent D. F. Bruce, at Macon, Georgia (Bibb county), has appeared regularly on WMAZ, Macon, since 1928. Sometimes weekly, daily for a year, now twice a week. This may be a record for continuous broadcasting by a county agent. (Or is it?)

A TIP

About three fourths of the broadcast stations in the United States will change their frequencies (wave lengths) during 1940. Reason: A treaty formulated by representatives of Cuba, Mexico, Haiti, Canada, and the United States, in 1937, reallocated frequencies of North American radio stations. This treaty has been ratified recently by Mexico, last of the five conferring nations to approve it.

Preliminary word from the Federal Communications Commission is to the effect that stations on frequencies of 650 kilocycles and under will not be affected. Those on frequencies above 650 kc. may move up or down, by 10 or 20 kilocycles (one or two numbers on the dial). Exact date for the shift has not been announced.

PRINTED MARKET REPORTS, VIA RADIO

Market reports, printed in your home while you sleep. That's what facsimile may do regularly some day. It already has been done experimentally, by Station WLW, Cincinnati. A. R. Paden, of the Agricultural Marketing Service, cooperated by providing reports, and the WLW facsimile transmitter (which operates as an ordinary broadcast station during the waking hours) sent the picture of the printed report into homes equipped with facsimile receivers.

Wally Moreland, extension editor in New Jersey, has provided WOR with horticultural information and pictures for facsimile broadcasting.

The Hook Up needs help! Especially yours!
